

POWERFUL PROFILE CHECKLIST

BUILD

- Define avatar
- Set goals
- Chose an engaging profile picture
- Create cover image
- Craft headline
- Write summary bio
- Sell your experience
- Add rich media to summary and experience
- List relevant skills
- Add education and volunteer work
- Social proof / recommendations
- Connect email accounts
- Merge any old accounts
- Invite all new (relevant) connections and suppliers
- Add all past employees, colleagues and employers
- Reach out to all clients past and present

ENGAGE

- Develop a content plan (post at least every weekday)
- Craft content to speak to the avatar
- Post a variety of content each week (Pictures, 1300 words, videos, shares)

ATTRACT

- Create lead magnets and content to attract new customers
- Develop connection request templates
- Join relevant groups
- Create a group
- Share your avatars content